



South Central College

# GCC 1100 Introduction to Graphic Communications

## Common Course Outline

### Course Information

<b>Description</b>	This is an exploratory course covering many aspects of Graphic Communications. Hands-on projects will acquaint the learner with the various processes that encompass what graphic communications means to the general population. History of graphic communications, industry jargon, industry tours and guest speakers are also part of this course. (Prerequisites: Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher)
<b>Total Credits</b>	4
<b>Total Hours</b>	96

### Types of Instruction

Instruction Type	Credits/Hours
Lecture	2/32
Lab	2/64

### Pre/Corequisites

Prerequisite	Next Gen Accuplacer Reading score 224 or higher, or Classic Accuplacer Reading score 36 or higher
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### Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

### Course Competencies

#### 1. Illustrate the impact Graphic Communications and Design has on our lives.

##### Learning Objectives

- Identify historical events within the graphic communications industry.
- Explain the prevalence of design and graphic communications in our everyday lives.
- Compare the role of print to other communication mediums.

#### 2. Use Graphic Communications terminology and jargon.

##### Learning Objectives

Identify terms and jargon specific to graphic communications.  
Paraphrase graphic communications terminology.

**3. Review Graphic Communications career opportunities.**

**Learning Objectives**

Identify Graphic Communications careers and opportunities.  
Read and comprehend sources of job openings.  
Write a resume and cover letter.

**4. Interpret the laws concerning copyrights, trademarks, patents and postal regulations.**

**Learning Objectives**

Explain specific laws as related to Graphic Communications.  
Explain scenarios where copyrights are a protection to the Graphic Communications specialist.  
Explain how the Graphic Communications worker is affected by postal regulations.

**5. Research environmental factors/safety issues within the Graphic Communications industry.**

**Learning Objectives**

Explain Right-to-Know information.  
Interpret the information contained on a Materials Safety Data Sheet.  
Use protective safety equipment.  
Demonstrate safe work habits.

**6. Practice sustainability efforts in the Graphic Communications industry.**

**Learning Objectives**

Explain the importance of sustainability within the digital environment.  
Employ recycling efforts within the labs.  
Discover ways to advance sustainability efforts within the labs.

**7. Differentiate between the technical and business flow within the Graphic Communications industry.**

**Learning Objectives**

Explain job functions within the technical aspects of Graphic Communications.  
Explain job functions within the business aspects of Graphic Communications.  
Relate how the workflow processes overlap between the two.

**8. Use the Internet as a resource for Graphic Communications.**

**Learning Objectives**

Identify Internet locations useful in Graphic Communications.  
Research current Graphic Communications topics.  
Research for career and job opportunities.

**9. Differentiate among various computer platforms.**

**Learning Objectives**

Explain various computer operating systems.  
Use the terminology associated with the hardware.  
Identify major components of a computer.

**10. Perform design and page layout functions.**

**Learning Objectives**

Create electronic layouts with proper margins and gutters.  
Set type and position art in the desired location.  
Proof various page layouts.

**11. Summarize the prepress workflow process.**

**Learning Objectives**

Outline steps within workflow software.  
Prepare PDF file for proper output in workflow system.

**12. Identify the impact substrates have on the printed piece.**

**Learning Objectives**

List common page and sheet sizes used in the industry.  
List common paper types, weights, grades and classifications used in the industry.  
Gather samples of various substrates.

**13. Output files to various printing devices.**

**Learning Objectives**

Utilize the Print Menu for system-level printing locations.  
Work with various softwares for print settings and proper outputs.  
Operate high-end output devices.

**14. Perform various printing processes.**

**Learning Objectives**

Explain the basic process of offset printing.  
Operate an offset press with guidance.  
Explain the screen printing process.  
Perform screen printing process.  
Explain pad printing process.  
Perform pad printing process.  
Summarize the characteristics of all printing processes.

**15. Discover the functions of bindery and finishing.**

**Learning Objectives**

List various bindery functions and equipment.  
List possible duties and job opportunities within the bindery department.  
Utilize bindery equipment in a safe manner at SCC.

**16. Create a web page.**

**Learning Objectives**

Sketch ideas for web layout.  
Prepare graphical elements for a web page.  
Layout text and graphic elements for a web page.

**17. Create a digital presentation.**

**Learning Objectives**

Storyboard ideas for presentation.  
Prepare graphical elements.  
Organize components of the presentation.  
Use software to layout presentation.

**18. Utilize the network for saving files in the individual student folder.**

**Learning Objectives**

Discuss the hierarchical method of folders and files.  
Develop organizational skills for filing electronic data.  
Save files and supporting documents as instructed.